AF/RCW

PATENT APPLICATION

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE BOARD OF PATENT APPEALS AND INTERFERENCES

In re application of

Hidehiko FUJIWARA, et al.

Docket No: Q77726

Appln. No.: 10/671,463

Group Art Unit: 2435

Confirmation No.: 7948

Examiner: April Ying SHAN

Filed: September 29, 2003

For: INTERNET CONNECTION SERVICE PROVIDING METHOD AND SYSTEM

APPEAL BRIEF UNDER 37 C.F.R. § 41.37

MAIL STOP APPEAL BRIEF - PATENTS
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Sir:

In accordance with the provisions of 37 C.F.R. § 41.37, Appellant submits the following:

Table of Contents

I. REAL PARTY IN INTEREST

The real party in interest is NEC Corporation, by virtue of assignment executed by the inventor (Appellant, hereafter), on October 8, 2003 and recorded by the Assignment Branch of the U.S. Patent and Trademark Office on October 8, 2003 (at Reel 014559, Frame 0965).

II. RELATED APPEALS AND INTERFERENCES

A Notice of Appeal and Pre-Appeal Brief Request for Review were filed on April 13, 2009. In response to the filing of the Notice of Appeal and Pre-Appeal Brief Request for Review, a Notice of Panel Decision from Pre-Appeal Review was mailed on June 3, 2009. The Notice of Panel Decision from Pre-Appeal Brief Review indicated that the application remains under Appeal because there is at least one actual issue for Appeal.

There are no other appeals or interferences know to Appellant, Appellant's legal representative, or the assignee that will directly affect or be directly affected by, or have a bearing on, the Board's decision in this appeal.

III. STATUS OF CLAIMS

Claims 1-3, 6-11, 13-19 and 22-32 are all the claims pending in the application and are the subject of this appeal. Claims 4-5, 12, and 20-21 are canceled.

Claims 1, 3, 6-7, 15-17, 19, 22-23 and 32 are rejected under 35 U.S.C. § 103(a) as allegedly being unpatentable over Takada et al. (U.S. Publication No. 2002/0089931; hereinafter "Takada") in view of Jun (Japanese Patent Laid-open 2001-266018; hereinafter "Jun").

Claims 2 and 18 are rejected under 35 U.S.C. § 103(a) as allegedly being unpatentable over Takada in view of Jun, and further in view of De Cnodder et al. (U.S. Publication No. 2003/0048791; hereinafter "De Cnodder").

Claims 8-11, 13-14 and 24-30 are rejected under 35 U.S.C. § 103(a) as allegedly being unpatentable over Takada in view of Jun, and further in view of Hou (JP 2001-111727A; hereinafter "Hou").

Claim 31 is rejected under 35 U.S.C. § 103(a) as allegedly being unpatentable over Takada in view of Jun, and further in view of Kawano (Japanese Patent Laid-open 2001-298484; hereinafter "Kawano").

No other ground of rejection or objection is currently pending.

A copy of the pending claims on appeal is set forth in the attached Appendix.

IV. STATUS OF AMENDMENTS

No amendments have been filed subsequent to the final rejections.

V. SUMMARY OF THE CLAIMED SUBJECT MATTER

The currently pending claims relate to an internet connection service providing method, (i.e., a method of providing an internet connection service in a public place), and a system applicable for carrying out the same method. (Specification, P. 1, Lns. 6-11).

Recently, there has been a trend toward providing an internet connection service or the like for a very limited area using a local wireless interface such as wireless LAN and Bluetooth. (Specification, P. 1, Lns. 17-21).

However, in prior art systems, when a customer seeks to connect to an access point of an ISP (Internet Service Provider) by utilizing a public line or the like, it is necessary to subscribe to the ISP beforehand. Otherwise, the service can not be utilized. In order to cope with this circumstance, a technique has been provided, which permits a user to easily receive charge-free or inexpensive internet connection service even outside his or her own home. However, in such a system, the service provider was burdened with the cost and man-hours required to provide the service. (*see* Japanese Patent Laid-open 2001-266018). (Specification, P. 1, Lns. 22-25).

In Japanese Patent Laid-open 2001-298484, Appellant proposed a fee charging method for use with the internet connection service, in which, whenever a connection from a user terminal to the internet was established, the user freely selects and designates service conditions of a desired network service for utilization, and the network service use fee is collected based on the service class corresponding to the service conditions and the extent of communication utilized by the user. (*see* Japanese Patent Laid-open 2001-298484). (Specification, P. 2, Lns. 15-24).

Still further, in Japanese Patent Laid-open 2002-170027, there has been proposed an advertisement system comprising a computer capable of being connected to internet or like communication network, an advertisement file with advertisements stored therein, and a user data file with relevant-to-user data stored therein. In the system, the computer reads out, from the advertisement file, an advertisement distribution request concerning an advertisement is inputted via the communication network, and outputs this advertisement together with added-communication discrimination data of the user who has made the request, while privileges provided to the user are recorded in the user data file based on the advertisement distribution history and distribution history of the requesting user. Thus, with various privileges such as a communication fee discount provided when advertisement distribution is received, users observe many advertisements, which results in an improvement of the advertisement effect. (*see* Japanese Patent Laid-open 2002-170027). (Specification, P. 3, Ln. 13 to P. 4, Ln. 4).

In summary, in the prior art, public internet connection services only provided across-the-board or uniform services irrespective of services requested by users, and the users have to pay across-the-board fee. To provide more versatile service, a system has been proposed as described above in which, whenever a user utilizes a desired service, the user can freely select the form of the service. However, these systems lead to overly cumbersome operation. (Specification, P. 4, Lns. 5-13).

Exemplary embodiments of the claimed invention are directed at eliminating the problems of the prior art systems, and provide an internet connection service providing method and system capable of providing versatility superior to the prior art services, ensuring a user's

right of selection, permitting dealers to gain users by providing the versatile service and which is free from excessively cumbersome operation.

More particularly, in exemplary embodiments, there is provided an internet connection service providing method comprising presetting a service class, among a plurality of service classes, for each user, the service class being selected by the user, wherein the service class which is preset for a user is recognized when the user logs in, and a service in accordance with the recognized service class of the user is provided. Further, advertisement data which have been preliminarily received from an advertisement requester are distributed to logged-in users based on the service class of the respective user. In such an exemplary embodiment, utilization or communication service fees concerning the distribution of the advertisement data to the users may be covered by advertisement fee paid by the advertisement requester to the ISP based on distribution of advertisements. (Specification, P. 4, Ln. 24 to . P. 5, Ln. 3 and P. 5, Ln. 22 to P. 6, Ln. 2).

An example of such an exemplary embodiment is shown in Figure 4 of the originally filed Specification. In the embodiment shown in Figure 4, the public internet connection service system 200 comprises a network authentication server 202 for performing authentication when the user has been logged in the network, a router 203 for connecting the system to the internet, a service server 204 for managing service and fee charging to the user, and an advertisement distributing server 207 for accumulating advertisement data received from an advertisement requester 210 and distributing the accumulated advertisement data to users. The service server 204 includes a service class correspondence table 205 for managing service classes for the

individual users and a distribution managing table 206, in which advertisement distribution of the individual services are described. (Specification, P. 17, Lns. 5-25 and Fig. 4).

The operation of the embodiment shown in Figure 4 is illustrated by the flow chart shown in Figure 5. First, when the user accesses the public internet connection service system 200, the network authentication server 202 detects the user's access (S2021) and performs a network authentication process based on a user ID and password input by the user (S2022-2026), and then, when the network authentication is successful, the network authentication server informs the service server 204 that user log-in has been completed (S2027). (Specification, P. 17, Ln. 23 to P. 18, Ln. 16 and Figures 4 and 5).

When the service server 204 receives the user log-in notice (S2041), it recognizes the logged-in user's service class based on the service class correspondence table 205, and provides services based on the user's service class (S2042). Then, the service server 204 obtains information specifying rules for advertisement distribution set for the user's service class (S2043) and sends out a distribution notice to the advertisement distributing server 207 (S2044). When the advertisement distributing server 207 receives the distribution notice (S2071), it distributes, based on the distribution notice, advertisement data which has been received from advertisers 21 (S2072). (Specification, P. 18, Ln. 17 to P. 19, Ln. 3 and Figures 4 and 5).

Figure 6 is a functional schematic view of the exemplary embodiment of Figure 4 described above. As shown in Figures 5 and 6, the fee of advertisement distribution from a public internet connection service dealer to users and pertinent communication service fees are covered by an advertisement fee paid by the advertisement requester to the advertisement as the

subject of request. In other words, the service server of the system managed by the public internet connection service dealer is arranged such that neither advertisement distribution fee nor pertinent communication service fee is charged to any user. Thus, the user can utilize the public internet connection service without bearing any utilization fee, the public internet connection service dealer can obtain advertisement income, and the advertisement requester can obtain advertisement effects.

Claim 1:

An internet connection service providing method, comprising presetting a service class, among a plurality of service classes, for a user, wherein said service class is selected by the user, (Specification, P. 38, Lns. 14-19), authenticating said user, when logging-in to a network, according to said preset service class for said user, (Specification, P. 17, Ln. 23 to P. 18, Ln. 16 and Figures 4 and 5, Refs. 2021-2027), recognizing said preset service class for said user, (Specification, P. 18, Ln. 17 to P. 19, Ln. 3 and Figures 4 and 5, Ref. 2042), and providing a service, corresponding to the recognized service class, to said user, (Specification, P. 18, Ln. 17 to P. 19, Ln. 3 and Figures 4 and 5, Ref. 2042), wherein advertisement data, which have been preliminarily received from an advertisement requester and accumulated, are distributed to said user in correspondence to said service class (Specification, P. 18, Ln. 17 to P. 19, Ln. 3 and Figures 4 and 5, Refs. 2043-2042 and 2071-2072).

Claim 17:

An internet connection service system (Fig. 4, Ref. 200), comprising: a network managing server for managing a network utilization state of a user, (Specification, P.17. Lns. 6-12 and Ref. 202), a router for connecting the system to the internet, (Specification, P.17. Lns. 12-

13 and Ref. 203), a service server, the service server being arranged to provide services and charge fees to said user, based on service class data for managing a plurality of service classes and fee management data for managing a state of fee charging for said user, (Specification, P.17. Lns. 13-22 and Refs. 204-206), wherein a service class, among the plurality of service classes, is selected by said user and preset for said user, (Specification, P. 38, Lns. 14-19), and an advertisement distributing server for accumulating advertisement data preliminarily received from advertisement requester and distributing the accumulated advertisement data to said user, the advertisement distributing server being applicable to distribute advertisement data to said user, corresponding to said service class data, (Specification, P.17. Lns. 13-17 and Ref. 207).

VI. GROUNDS OF REJECTION TO BE REVIEWED ON APPEAL

There are four issues for appeal.

The first issue is whether claims 1, 3, 6-7, 15-17, 19, 22-23 and 32 are improper finally rejected under 35 U.S.C. § 103(a) as being unpatentable over Takada et al. (U.S. Publication No. 2002/0089931; hereinafter "Takada") in view of Jun (Japanese Patent Laid-open 2001-266018; hereinafter "Jun").

Second, whether claims 2 and 18 are improperly finally rejected under 35 U.S.C. § 103(a) as being unpatentable over Takada in view of Jun, and further in view of De Cnodder et al. (U.S. Publication No. 2003/0048791; hereinafter "De Cnodder").

Third, whether claims 8-11, 13-14 and 24-30 are improperly finally rejected under 35 U.S.C. § 103(a) as being unpatentable over Takada in view of Jun, and further in view of Hou (JP 2001-111727A; hereinafter "Hou").

Finally, whether claim 31 is improperly finally rejected under 35 U.S.C. § 103(a) as being unpatentable over Takada in view of Jun, and further in view of Kawano (Japanese Patent Laid-open 2001-298484; hereinafter "Kawano").

VII. ARGUMENT

Appellant respectfully requests the Board to reverse the final rejections of the claims pending in the application for at least the following reasons.

I. Claims 1, 3, 6-7, 15-17, 19, 22-23 and 32 are patentable over Takada in view of Jun

Claims 1, 3, 6-7, 15-17, 19, 22-23 and 32 are rejected under 35 U.S.C. § 103(a) as being unpatentable over Takada in view of Jun. Appellant respectfully submits that these grounds of rejection are technically inaccurate, and are in error, as explained by the following remarks.

Claim 1 is not rendered obvious by Takada in view of Jun

The initial burden of establishing that a claimed invention is *prima facie* obvious rests on the USPTO. *In re Rikckaert*, 9 F.3d 1531, 1532 (Fed. Cir. 1993). To make its *prima facie* case of obviousness, the USPTO must satisfy three requirements (*see* MPEP § 2142; *see also* Examination Guidelines for Determining Obviousness Under 35 U.S.C. 103 in view of the Supreme Court Decision in *KSR International Co.* v. *Teleflex Inc.*, 72 FR 57526). In this case, Appellant respectfully submits that the Examiner has failed to satisfy the third requirement. In particular, Appellant respectfully submits the Examiner failed to show that the combination of references teach or suggest all the limitations of the claims and the Examiner failed to give reasons why the difference between the prior art and the claimed invention would have been obvious to one of ordinary skill in the art. *See* Examination Guidelines at 57528; *KSR Int'l Co.* at 1741; *In re Vaeck*, 20 U.S.P.Q.2d 1438, 1442 (Fed. Cir. 1991); *In re Wilson*, 424 F.2d 1382, 1385 (CCPA 1970).

Specifically, Appellant respectfully submits that Takada in view of Jun fails to teach or suggest the recitation of independent claim 1 of an internet connection service providing method, comprising:

> presetting a service class, among a plurality of service classes, for a user, wherein said service class is selected by the user,
>
> authenticating said user, when logging-in to a network, according to said preset service class for said user,
>
> recognizing said preset service class for said user, and
>
> providing a service, corresponding to the recognized service class, to said user,
>
> wherein advertisement data, which have been preliminarily received from an advertisement requester and accumulated, are distributed to said user in correspondence to said service class.

In the Final Office Action, the Examiner acknowledges that Takada fails to teach or suggest advertisement data, which has been preliminarily received from an advertisement requester and accumulated, and are distributed to said user in correspondence to said service class. Instead, the Examiner relies on Jun as allegedly addressing this deficiency of Takada. Specifically, the Examiner asserts that "this well known feature of advertisement data which have been preliminarily received from an advertisement requestor and accumulated are distributed to said users in correspondence to said service class is disclosed in Jun (e.g. 'it connected with...**while generating said service information based on said customer information memorized beforehand and transmitting said service information to said consumer premise equipment**' - e.g. claim 12 and par. [0030]-[0032])". (Final Office Action, pages 5-6).

In paragraph 30, Jun discloses that the server 32, for vendors, has a hard disk storage 327 in which various processing programs are stored, "such as data, such as each vender's Q original advertising information, and an information offer processing program for transmitting the predetermined information and the various predetermined messages of goods to Customer P according to the demand from a consumer premises equipment 2". Jun further discloses that "Vendor Q set up before hand the content of the services offered for every customer ID and attribute information transmitted from the consumer premises equipment 2 of the customer P" (Jun, Para. [0032]). The Examiner seems to be asserting that since Jun discloses setting up the content of services beforehand, for every customer ID, and also that Jun discloses transmitting predetermined information such as advertising information to a customer, Jun therefore discloses setting up advertisement data for every customer ID. Assuming, *arguendo*, that the Examiner's interpretation is correct, Jun still fails to teach or suggest distributing advertisement data in correspondence with ***a service class***, as required by claim 1.

The Examiner instead asserts that "[it] would have been obvious to a person of ordinary skill in the art at the time of the invention that Jun's customer information can include Takada et al.'s user service class information and incorporating Jun's advertisement data which have been preliminarily received from an advertisement requestor and accumulated are distributed to said users in correspondence to said service class into Takada et al. motivated by increasing an opportunity to supply the advertisement of own goods to a customer according to a demand of a customer (Jun, par. [0030] and [0032])". (Office Action, P. 6). Takada is directed toward "a flow controlling apparatus provided in a node that accesses a packet routing network...

performing a rate-based congestion control on packets... as well as performing buffer management on buffers corresponding to the respective classes of such packets" (Jun, par. [0002]). Specifically, Takada discloses a DS type service class where packets supplied beyond the transmission bandwidth are discarded, a TS type service class where a minimum bandwidth is assured and excess bandwidth is assigned as appropriate, and a BE type service class where a service is provided if bandwidth exists but a transmission bandwidth, delay time or quality are not assured (Jun, par. [0007] - [0009]). When the advertisement data of Jun is delivered to a customer of a customer ID, the advertisement data is delivered over some network. Combining the teachings of Takada and Jun would merely result in the advertisement data of Jun being delivered to a customer corresponding to each customer ID over either a DS type service class network, TS type service class network, or BE type service class network. However employing different service class networks would not increase an opportunity to supply an advertisement as asserted by the Examiner. Logically, regardless of how the advertisement data is received by the customer, as long as the customer receives the data, the network used makes no difference. Neither Takada nor Jun support the Examiner's alleged motivation to combine. The only possible motivation for the Examiner's proposed modification of Takada and Jun is the Appellant's own disclosure, the reliance on which constitutes impermissible hindsight reconstruction under MPEP §2143 (see also *In re Vaeck*, 20 USPQ 1438 (Fed. Cir. 1991)).

In the Advisory Action dated March 26, 2009, the Examiner does not seem to have considered Appellant's argument, and merely issues a blanket statement that a person with ordinary skill in the art "will easily recognize that the method/system recited in claims 1 and 17

are merely 'The combination of familiar elements according to known methods is likely to be obvious when it does no more than yield predictable results.' KSR at 1739," (Advisory Action continuation sheet pages 2-3). Such assertions on the part of the Examiner do not sufficiently address Appellant's arguments nor does it answer the substance thereof. As such, Appellant respectfully submits that the assertions made in the Advisory Action to not make up for the failings of the rejection set forth in the Final Office Action.

In view of the above, Appellant respectfully submits that the Examiner has failed to establish a prima facie case of obviousness and, further Appellant respectfully submits that the cited references fail to teach or suggest all the limitations of the claims.

Accordingly, Appellant respectfully submits that claims 1, 3, 6-7, and 15-16 would not have been obvious under 35 U.S.C. § 103(a) over Takada in view of Jun. Accordingly, Appellant respectfully requests the Board to reverse the rejection of claim 1 and claims 3, 6-7 and 15-16 at least by virtue of their dependency from claim 1. Appellant further respectfully submits independent claim 17 recites one or more features analogous to those discussed above with respect to claim 1, and is therefore patentable at least for reasons analogous to those given above with respect to claim 1. Accordingly, Appellant respectfully requests the Board to reverse the rejection of claim 17 and claims 19, 22-23 and 32 at least by virtue of their dependency from claim 17.

II. Claims 2 and 18 are patentable over Takada, Jun, and De Cnodder

Claims 2 and 18, which depend from claims 1 and 17 respectively, are each rejected under 35 U.S.C. § 103(a) as allegedly being unpatentable over Takada in view of Jun in

combination with De Cnodder. Appellant respectfully requests the Board to reverse these grounds of rejection at least in view of the following comments.

It is respectfully submitted that De Cnodder fails to cure the deficiencies of Takada and Jun discussed above for claims 1 and 17, and accordingly, claims 2 and 18, which depend from claims 1 and 17 respectively, are patentable over the asserted combination of Takada, Jun, and De Cnodder at least by virtue of their dependency from independent claims 1 and 17.

III. Claims 8-11, 13-14 and 24-30 are patentable over Takada, Jun, and Hou

Claims 8-11, 13-14 and 24-30, all of which depend from one of claims 1 and 17, are each rejected under 35 U.S.C. § 103(a) as allegedly being unpatentable over Takada in view of Jun in combination with Hou. Appellant respectfully requests the Board to reverse these grounds of rejection at least in view of the following comments.

It is respectfully submitted that Hou fails to cure the deficiencies of Takada and Jun discussed above for claims 1 and 17, and accordingly, claims 8-11, 13-14 and 24-30, each of which depend from one of claims 1 and 17, are patentable over the asserted combination of Takada, Jun, and Hou at least by virtue of their dependency from independent claims 1 and 17.

IV. Claim 31 is patentable over Takada, Jun, and Kawano

Claim 31, which depends from claim 17, is rejected under 35 U.S.C. § 103(a) as allegedly being unpatentable over Takada in view of Jun in combination with Kawano. Appellant respectfully requests the Board to reverse these grounds of rejection at least in view of the following comments.

It is respectfully submitted that Kawano fail to cure the deficiencies of Takada and Jun discussed above for claim 17, and accordingly, claim 31, which depends from claim 17, is

patentable over the asserted combination of Takada, Jun, and Kawano at least by virtue of its dependency from independent claim 17.

VIII. CONCLUSION

The USPTO is directed and authorized to charge the statutory fee (37 C.F.R. §41.37(a) and 1.17(c)) and all required fees, except for the Issue Fee and the Publication Fee, to Deposit Account No. 19-4880. Please also credit any overpayments to said Deposit Account.

Respectfully submitted,

/Logan J. Brown 58,290/
Logan J. Brown
Registration No. 58,290

SUGHRUE MION, PLLC
Telephone: (202) 293-7060
Facsimile: (202) 293-7860

WASHINGTON OFFICE
23373
CUSTOMER NUMBER

Date: August 3, 2009

CLAIMS APPENDIX

CLAIMS 1-3, 6-11, 13-19 and 22-32 ON APPEAL:

1. An internet connection service providing method, comprising:

presetting a service class, among a plurality of service classes, for a user, wherein said service class is selected by the user,

authenticating said user, when logging-in to a network, according to said preset service class for said user,

recognizing said preset service class for said user, and

providing a service, corresponding to the recognized service class, to said user,

wherein advertisement data, which have been preliminarily received from an advertisement requester and accumulated, are distributed to said user in correspondence to said service class.

2. The internet connection service providing method according to claim 1, wherein a fee corresponding to the service class is computed based on fee managing data and charged to said user.

3. The internet connection service providing method according to claim 1, wherein said service class is preset for said user on the basis of a contract.

6. The internet connection service providing method according to claim 1, wherein utilization or communication service fees concerning the distribution of the advertisement data to said user is covered by advertisement fees paid by the advertisement requester to an ISP (Internet Service Provider) based on the advertisement data as a subject of a request.

7. The internet connection service providing method according to claim 1, wherein the advertisement data preliminarily received from the advertisement requester and accumulated are further distributed to said user based on advertisement distribution requests therefrom.

8. The internet connection service providing method according to claim 7, wherein an amount obtained by subtracting an advertisement reading fee corresponding to the number of times and frequency of advertisement reading from the internet connection service fee is charged.

9. The internet connection service providing method according to claim 8, wherein the number of times of advertisement reading is the basis of discount computation or a value obtained by multiplying the number by a coefficient or a numerical value corresponding to frequency or degree is accumulated and updated as points.

10. The internet connection service providing method according to claim 9, wherein points are accumulated and updated with respect to said user, who has read advertisements

accumulated in the ISP which manages a system for counting the points from the outside via the internet.

11. The internet connection service providing method according to claim 1, wherein advertisement data preliminarily received from the advertisement requester and accumulated are distributed to said user, and a distribution history, such as the number of times and degree of the distribution, is accumulated and updated for each advertisement of the advertisement data.

13. The internet connection service providing method according to claim 9, wherein a status indicating that said user has read advertisements by accessing a system, via the internet, and a distribution history such as the number of times and frequency of the distribution is accumulated and updated for each advertisement of advertisement data.

14. The internet connection service providing method according to claim 13, wherein the system, which is managed by an advertisement management dealer accumulating and possessing advertisement data concerning advertisements requested by an advertisement requester, possesses distribution record data obtained by recording the number of times and degree of advertisement distribution for obtaining a fee corresponding to the number of times and frequency of the advertisement distribution from the advertisement requester.

15. The internet connection service providing method according to claim 1, wherein said provided service is classified by predetermined communication qualities.

16. The internet connection service providing method according to claim 1, wherein said provided service is classified based on a kind of preset accessible media and protocol.

17. An internet connection service system, comprising:

a network managing server for managing a network utilization state of a user,

a router for connecting the system to the internet,

a service server, the service server being arranged to provide services and charge fees to said user, based on service class data for managing a plurality of service classes and fee management data for managing a state of fee charging for said user,

wherein a service class, among the plurality of service classes, is selected by said user and preset for said user, and

an advertisement distributing server for accumulating advertisement data preliminarily received from advertisement requester and distributing the accumulated advertisement data to said user, the advertisement distributing server being applicable to distribute advertisement data to said user, corresponding to said service class data.

18. The internet connection service system according to claim 17, wherein the fee management data constitutes the basis of charging a fee corresponding to said service class of said user.

19. The internet connection service system according to claim 17, wherein the service class data are built up by preliminarily setting, by contracts, said service class for said user.

22. The internet connection service system according to claim 17, wherein the service server is arranged such as not to charge any fee for advertisement distribution and communication services required therefor to said user.

23. The internet connection service system according to claim 17, wherein the service server includes a service class correspondence table for managing the plurality of service classes such as to fit advertisement distribution requests from said user and a fee managing table for managing fees for said user, and distributes advertisement data received from an advertisement requester and accumulated, to said user based on the service class correspondence table, to meet said user's advertisement distribution requests.

24. The internet connection service system according to claim 23, wherein the fee managing table in the service server is arranged such that the data of said user is updated to an amount obtained by subtracting an advertisement reading fee amount corresponding to the

number of times and degree of advertisement reading from an internet connection service utilization fee.

25. The internet connection service system according to claim 24, wherein the service server further includes a point managing table for accumulating and updating, as points, a numerical value corresponding to the number of times of advertisement reading as the basis of a discount computation or a value obtained by multiplying the number by a coefficient or a numerical value corresponding to the number of times and degree of advertisement reading.

26. The internet connection service system according to claim 25, wherein the service server is arranged to accumulate and update pertinent points regarding said user, who has read advertisements accumulated in the ISP for managing a point counting system from the outside via the internet.

27. The internet connection service system according to claim 17, wherein the service server has an arrangement that it possesses distribution history accumulation data obtained for each advertisement of the advertisement data by accumulating and updating the distribution history such as the number of times and degree of the distribution of the advertisement.

28. The internet connection service system according to claim 17, wherein the service server has an arrangement that it recognizes a status of reading of advertisement data

accumulated by the advertisement requester by said user via the internet and possesses distribution history accumulation data obtained for each advertisement of the advertisement data by accumulating and updating the distribution history such as the number of times and frequency of the distribution of the advertisement.

29. The internet connection service system according to claim 17, wherein the service server has an arrangement that it recognizes a status of reading of advertisement data by accessing a system, which is managed by an advertisement distributing dealer for accumulating and possessing advertisement data of advertisements concerning the request by an advertisement requester, and possesses distribution history accumulation data obtained by accumulating and updating distribution history such as the number of times and degree of distribution of each advertisement of the advertisement data.

30. The internet connection service system according to claim 29, wherein the system managing the advertisement distribution dealer for accumulating and possessing advertisement data of advertisements concerning the request by an advertisement requester, possesses distribution record data obtained by recording the number of times and frequency of advertisement distribution for obtaining a fee corresponding to the number of times and degree of the advertisement distribution from the advertisement requester.

31. The internet connection service system according to claim 17, which further comprises a QoS (quality of service) unit for controlling a preset QoS for said user's service class, and the service server has a communication quality managing table, in which communication qualities of services are preset.

32. The internet connection service system according to claim 17, which further comprises an access control unit for limiting communication media according to preset sections provided for said user's service class, and the service server includes a media managing table, in which an accessible media and a protocol are defined for each service class.

EVIDENCE APPENDIX:

NONE

RELATED PROCEEDINGS APPENDIX

NONE